



Red Ribbon Patch Program

Press Release

Contact:

[Your Organization]

[Your Name]

[Your Phone Number]

[YOUR ORGANIZATION] CELEBRATES RED RIBBON WEEK

[Your organization] invites the community to take a visible stand against drugs by celebrating Red Ribbon Week from October 23-31.

Red Ribbon Week raises awareness of drug use and the problems related to drugs facing our community, and encourages parents, educators, business owners, and other community organizations to promote drug-free lifestyles. This year's celebration will kick off on [DATE] with [include kick-off event or activity here] at [location]. Activities scheduled throughout the week include [include list of activities here].

"Red Ribbon Week encourages our entire community to adopt healthy, drug-free lifestyles," said [Contact Name, Leader of Your Organization]. "The campaign brings together parents, schools, and businesses as we look for innovative ways to keep kids and communities drug free."

The red ribbon now symbolizes a continuing commitment to reducing the demand for illicit drugs in our communities. In 1985, Drug Enforcement Administration (DEA) Special Agent Enrique S. "Kiki" Camarena was killed by drug traffickers. Shortly after Camarena's death, citizens from his hometown of Calexico, California, began wearing red ribbons to remember him and commemorate his sacrifice. Congress established Red Ribbon Week in 1988.

"Red Ribbon Week gives us the opportunity to be vocal and visible in our efforts to achieve a drug-free community," said [representative of your organization]. "Research shows that children are less likely to use alcohol and other drugs when parents and other role models are clear and consistent in their opposition to substance use and abuse."

Visit www.justthinktwice.com for more information about Red Ribbon Week or contact [add the name and phone number of your organization here].

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